



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

April 3, 2020

Rebekah Baska
Registration Specialist
S.C. Johnson & Son, Inc.
1525 Howe Street
Racine, WI 53403

Subject: Label Amendment – Emerging Viral Pathogens Claim
Product Name: McCoy
EPA Registration Number: 4822-593
Application Date: March 11, 2020
Decision Number: 560790

Dear Rebekah:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Because you have opted to add statements pertaining to emerging viral pathogens to your label as described in the August 19, 2016, Guidance to Registrants: Process For Making Claims Against Emerging Viral Pathogens Not On EPA-Registered Disinfectant Labels ("Guidance"), https://www.epa.gov/sites/production/files/2016-09/documents/emerging_viral_pathogen_program_guidance_final_8_19_16_001_0.pdf, you are subject to the following additional terms of registration:

1. You may make statements pertaining to emerging viral pathogens only through the following communications outlets: technical literature distributed exclusively to health care facilities, physicians, nurses and public health officials, "1-800" consumer information services, social media sites and company websites (non-label related). These statements shall not appear on marketed (final print) product labels.

2. Your statements pertaining to emerging viral pathogens must adhere to the format approved on the Agency-accepted master label.
3. You may make statements pertaining to emerging viral pathogens only upon a disease outbreak that meets all the following criteria:
 - a. The causative organism must be a virus that causes an infectious disease that has appeared in a human or animal population in the U.S. for the first time, or that may have existed previously but is rapidly increasing in incidence or geographic range.
 - i. For human disease, the outbreak is listed in one of the following Centers for Disease Control (CDC) publications:
 - A. CDC Current Outbreak List for “U.S. Based Outbreaks” (www.cdc.gov/outbreaks),
 - B. CDC Current Outbreak List for “Outbreaks Affecting International Travelers” with an “Alert” or “Advisory” classification (www.cdc.gov/outbreaks) (also released through the CDC’s Health Alert Network (HAN) notification process)
 - C. Healthcare-Associated Infections (HAIs) Outbreaks and Patient Notifications page (www.cdc.gov/hai/outbreaks)
 - ii. For animal disease, the outbreak is identified as an infectious disease outbreak in animals within the U.S. on the World Organization for Animal Health (OIE) Weekly Disease Information page (www.oie.int/wahis_2/public/wahid.php/Diseaseinformation/WI).
 - A. The CDC or OIE has identified the taxonomy, including the viral family and/or species, of the pathogen and provides notice to the public of the identity of the emerging virus that is responsible for an infectious disease outbreak. Based on the taxonomy of the outbreak pathogen identified by the CDC or OEI, the pathogen's viral subgroup is large non-enveloped, and enveloped.
 - B. The virus can be transmitted via environmental surfaces (non-vector transmission), and environmental surface disinfection has been recommended by the CDC, OIE or EPA to control the spread of the pathogen.
4. You may begin communicating statements pertaining to emerging viral pathogens only upon CDC or OIE’s publication per term 3.a. of an outbreak of an emerging viral pathogen meeting all of the criteria of term 3. You must cease and remove all such non-label communications intended for consumers no later than 24 months after the original publication of the outbreak per term 3.a., unless the Agency issue written guidance to the contrary due to continued public health concerns. The emerging pathogen claim language may remain on the master label.

5. Terms from points 1 through 4 above shall become immediately void and ineffective if registration for use against Rhinovirus type 37 is suspended or cancelled or no longer meets the criteria for a disinfectant claim (see EPA Product Performance Test Guideline 810.2200). In addition, terms B.1 through B.4 above shall become immediately void and ineffective upon your receipt of evidence of ineffectiveness against any pathogen in a less-resistant Spaulding category.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, you may contact disinfectants list at disinfectantslist@epa.gov.

Sincerely,

A handwritten signature in black ink that reads "Steven Snyderman". The signature is written in a cursive, flowing style.

Steven Snyderman, Acting Product Manager 33
Regulatory Management Branch 1
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure: stamped label

McCoy

(Multi-Surface) (Multi-Task) (Touch-Up) (Antibacterial) (Household) (Cleaner) (Sanitizer) (Disinfectant)

SECTION 1: FORMULA

Active Ingredient:

L-Lactic Acid	0.19%
Inert (Other) Ingredients	99.81%
Total	100.00%

SECTION 2: REFERRAL STATEMENTS

KEEP OUT OF REACH OF CHILDREN(.)

CAUTION (:)

See (Back) (Side) Panel for Additional Precautionary Statements.
(See (Inside) Label (Panel) for Additional Precautionary Statements.)

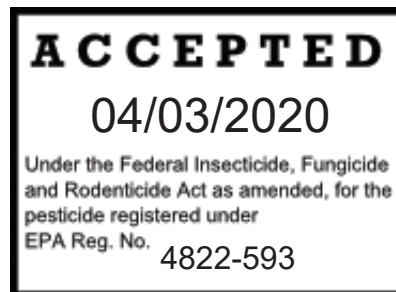
Peel Here – Press to Reseal

(See) Detailed Use Directions and Precautionary Statements (are) inside (this) Label.

(Please) Read all Directions carefully before using (this product).

(Use as directed.)

Net Contents:



SECTION 3: DIRECTIONS FOR USE

DIRECTIONS FOR USE:

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

[Directions for Liquid Trigger or Pump Spray]

(Rotate nozzle to ON position.) (Remove cap.) (Twist to unlock.)

TO CLEAN:

Spray (and) (wipe) (with) (material of choice) (including) (and) (or) *(add from List of Material of Choice on pg. 4)* (and) (or)) (Allow to air dry).

[Note to Reviewer: The following note will be used preceding sanitizer and/or disinfectant directions.]

Note: Do not use on glasses, utensils or dishes. All food contact surfaces such as appliances and kitchen countertops must be rinsed with ((clean) (or) (potable)) water.

(TO SANITIZE) (FOR SANITIZATION[†] OF) (TO KILL 99.9% OF BACTERIA) (ON) (FOR) HARD NON-POROUS SURFACES:

Pre-clean heavily soiled areas.

Spray surface(s) until thoroughly wet.

Let stand for 10 seconds.

Wipe (with) (material of choice) (including) (and) (or) *(add from List of Material of Choice on pg. 4)* (and) (or) (Allow to air dry).

[Note to Reviewer: the parenthetical statement "AND DEODORIZE" will be used with the directions for disinfection only if deodorizer claims are made on the consumer label.]

TO DISINFECT^(*)([‡])([^]) (AND DEODORIZE) ON HARD, NON-POROUS SURFACES:

Pre-clean heavily soiled areas.

Spray surface(s) until thoroughly wet.

Let stand for 10 minutes.

(Wipe (with) (material of choice) (including) (and) (or) *(insert from List of Material of Choice on pg. 4)*. (and) (or)) (Allow to air dry).

[Directions for Liquid Pump Dispenser]

((Twist) (Rotate)) to ON position/OFF position) ((Twist) (Rotate)) to Unlock/Lock position.) ((Twist) (Rotate)) to (Unlock Image/Lock Image) (Turn) (Twist) (Rotate) (Cap) (Neck) (Pump) (Counter) (Clockwise) (Counterclockwise) (to Unlock). (Press (down) (on) pump to dispense liquid.) ((Keep) (Use) (Bottle) (in) (an) (upright) (position)).

TO CLEAN:

Apply product onto (dirty) (or) (soiled) surface(s) (with) (material of choice) (including) *(insert from List of Material of Choice on pg. 4)*. (and) (or)) (Allow to air dry).

TO CLEAN:

(Rotate pump (gently) (counter) (clockwise) (a quarter turn) to unlock.)
Place a (insert – material of choice on pg. 4) (or) (material of choice) on top of pump.
(Press) (Push) down on pump (a few times) to dispense.
Wipe (on) (onto) (dirty) (or) (soiled) surface(s) (to) (clean) (shine).
(Allow to air dry.)
(Rotate pump (counter) (clockwise) (a quarter turn) to lock (in the closed position).)

[Note to Reviewer: The following note will be used preceding sanitizer and/or disinfectant directions.]
Note: Do not use on glasses, utensils or dishes. All food contact surfaces such as appliances and kitchen countertops must be rinsed with ((clean) (or) (potable)) water. Do not allow product to pool underneath container

(TO SANITIZE) (FOR SANITIZATION[†] OF) (TO KILL 99.9% OF BACTERIA[†]) (ON) (FOR) HARD NON-POROUS SURFACES:

Pre-clean heavily soiled areas.
Use enough product to thoroughly wet the surface.
Let stand for 10 seconds.
Apply product (on) (onto) (dirty) (or) (soiled) surface(s) (with) (material of choice) (including) (*insert from List of Material of Choice on page 4*).
(Allow to air dry.)

(TO SANITIZE) (FOR SANITIZATION OF) (TO KILL 99.9% OF BACTERIA[†]) (ON) (FOR) HARD NON-POROUS SURFACES:

(Rotate pump (gently) (counter) (clockwise) (a quarter turn) to unlock.)
Place a (insert - Material of Choice pg. 4) (or) (material of choice) on top of pump.
(Press) (Push) down on pump (a few times) to dispense.
Wipe (on) (onto) (dirty) (or) (soiled) surface(s) using enough product to thoroughly wet the surface.
Let stand for 10 seconds.
(Allow to air dry.)
(Rotate pump (counter) (clockwise) (a quarter turn) to lock (in the closed position).)

TO DISINFECT^(*)([‡])([^]) (AND) (AND DEODORIZE) ON HARD, NON-POROUS SURFACES:

Pre-clean heavily soiled areas.
Use enough product to thoroughly wet the surface.
Let stand for 10 minutes.
Apply product (on) (onto) (dirty) (or) (soiled) surface(s) (with) (material of choice) (including) (*add from List of Material of Choice on pg. 4*).
(Allow to air dry.)

TO DISINFECT^(*)([‡])([^]) (AND) (AND DEODORIZE) ON HARD, NON-POROUS SURFACES:

(Rotate pump (gently) (counter) (clockwise) (a quarter turn) to unlock.)
Place a (insert - Material of Choice pg. 4) (or) (material of choice) on top of pump.
(Press) (Push) down on pump (a few times) to dispense.
Wipe (on) (onto) (dirty) (or) (soiled) surface(s) using enough product to thoroughly wet the surface.
Let stand for 10 minutes.
(Allow to air dry.)
(Rotate pump (counter) (clockwise) (a quarter turn) to lock (in the closed position).)

List of Material of Choices (may choose any combination and “dry” may proceed any choice; if more than one material is chosen an “and” or “or” may be used to complete sentence):

- (a (dry) ((paper) towel)
- ((clean) (rag))
- ((clean) sponge)
- ((lint-free) (microfiber) (or) (cleaning) cloth)
- (napkin)
- (toilet paper)
- ((facial) (bath) (or) (toilet) tissue))
- ((bath) (or) (toilet) (tissue))

(NOTE: Keep out of reach of children and pets. Unplug (small) electrical appliances before (cleaning) (sanitizing) (disinfecting) (them) (with this product). (Not recommended for use on finished wood. Spot test on other surfaces before using.) Do not use or mix with other household cleaners.)

[Refill instructions for (refill) (refillable) bottle only:]

TO REFILL: (Trigger Spray Bottle): Remove trigger sprayer from empty bottle. Unscrew cap on refill and pour contents directly into empty bottle. Replace trigger sprayer and use as you normally would.

TO REFILL: (Liquid) (Touch-Up) (Travel size) (Device) (Bottle): (Remove cap from (empty) (dispenser) (bottle)) (Remove (dispenser) (pump) (from empty bottle). Unscrew cap on refill. Pour contents directly into empty (dispenser) (bottle). Replace (cap from dispenser) (dispenser) (pump) and use as you normally would. [(Discard) (Recycle) empty bottle (and refill cap)]

STORAGE AND DISPOSAL:

[Residential – nonrefillable container/final disposal]

Nonrefillable container. Store in a cool place, out of reach of children and pets. Keep out of direct sunlight. Do not freeze. Do not reuse or refill this container. Place in trash or offer for recycling if available.

[Residential – refillable container]

Refillable container. Store in original container in areas inaccessible to children or persons unfamiliar with its use. Refill this container with this product only. Do not reuse this container for any other purpose.

[For Products Not Solely for Residential Use]

Storage and Disposal

Do not contaminate water, food, or feed by storage or disposal

Pesticide Storage: Store in a cool place, out of reach of children and pets. Keep out of direct sunlight. Do not freeze.

Pesticide Disposal: Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

Container Handling:

(Trigger Spray bottle): Refillable container. Do not reuse or refill this container except as allowed in the directions. Do not reuse or refill this container with any other product other than this product's refill. Final disposal of container: Offer for recycling if available or discard in a sanitary landfill.

(All other containers): Non refillable container. Do not reuse or refill this container. Offer for recycling if available or discard in a sanitary landfill.

SECTION 4: PRECAUTIONARY STATEMENTS

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals (.)

CAUTION: Causes slight eye irritation. Avoid contact with eyes. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

[Note to Reviewer: Boxed format and “bullets” as listed below will be used if label space permits; otherwise a paragraph format will be used.]

FIRST AID:

If in eyes	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes.• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.• Call a poison control center or doctor for treatment advice.
Have the product container or label with you when calling a poison control center or doctor, or going for treatment.	

SECTION 5: ORGANISMS

Efficacy Claim	Organisms	Contact Time	Soil Load
Disinfectant ^(*)	<i>Staphylococcus aureus</i> (Staph) (ATCC 6538) <i>Salmonella enterica</i> (Salmonella) (ATCC 10708) <i>Pseudomonas aeruginosa</i> (Pseudomonas) (ATCC 15442) <i>Streptococcus pyogenes</i> (Strep) (ATCC 19615)	10 Minutes	5%
Virucidal [^]	Rhinovirus Type 37 (ATCC VR-1147(Strain 151-1)) (common cold) Influenza A2/Hong Kong (ATCC VR-544) (Influenza) (H3N2) (flu) (virus) Influenza B/Hong Kong/5/72 (ATCC VR-823 (Strain B))	5 Minutes	5%
Non-Food Sanitizer ^(†)	<i>Staphylococcus aureus</i> (Staph) (ATCC 6538) <i>Enterobacter aerogenes</i> (Enterobacter) (ATCC 13048) <i>Escherichia coli</i> (E. coli) (ATCC 11229) <i>Salmonella enterica</i> (Salmonella) (ATCC 10708) <i>Campylobacter jejuni</i> (ATCC 29428) <i>Listeria monocytogenes</i> (Listeria) (ATCC 19117) <i>Streptococcus pyogenes</i> (Strep) (ATCC 19615)	10 seconds	5%

[Note to Reviewer: Footnotes for symbols mentioned in label.]

^{*}(Bacteria)(10 minute contact time for disinfection)(:) *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Streptococcus pyogenes* (Strep) (ATCC 19615)

[†](Sanitizer)(10 second contact time)(:) *Staphylococcus aureus* (Staph) (ATCC 6538), *Enterobacter aerogenes* (Enterobacter) (ATCC 13048), *Escherichia coli* (E. coli) (ATCC 11229), *Salmonella enterica* (Salmonella) (ATCC 10708), *Campylobacter jejuni* (ATCC 29428), *Listeria monocytogenes* (Listeria) (ATCC 19117), *Streptococcus pyogenes* (Strep) (ATCC 19615)

[^](Viruses)(5 minute contact time for disinfection)(:) Rhinovirus Type 37 (common cold), Influenza A2/Hong Kong (Influenza) (H3N2) (flu) (virus), Influenza B

[‡](Germs)(10 minute contact time for disinfection)(:) *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Streptococcus pyogenes* (Strep) (ATCC 19615), Rhinovirus Type 37 (common cold), Influenza A2/Hong Kong (Influenza) (H3N2) (flu) (virus), Influenza B

{Note to Reviewer: These statements for claims against large, non-enveloped viruses, shall not appear on marketed (final print) labels.}

EMERGING VIRAL PATHOGENS

This product qualifies for emerging viral pathogen claims per the EPA's 'Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels' when used in accordance with the appropriate use directions indicated below.

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral categories:

- Enveloped viruses
- Large, non-enveloped virus

For an emerging viral pathogen that is a/an...	...follow the direction for use for the following organism on the label
Enveloped virus	Rhinovirus Type 37
Large, non-enveloped virus	Rhinovirus Type 37

[Product name] has demonstrated effectiveness against viruses similar to **[name of emerging virus]** on hard non-porous surfaces. Therefore, **[Product name]** can be used against **[name of emerging virus]** when used in accordance with the directions for use against Rhinovirus Type 37 on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[pathogen-specific website address]** for additional information.

OR

[Name of illness/outbreak] is caused by **[name of emerging virus]**. **[Product name]** kills similar viruses and therefore can be used against **[name of emerging virus]** when used in accordance with the direction for use against Rhinovirus Type 37 on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[pathogen-specific website address]** for additional information.

SECTION 6: MARKETING CLAIMS

[Note to Reviewer: “And” or “&” can be used interchangeable in the marketing sentences. All claims containing the word “new” will only be used for the first 6 months after the first retail production.]

TABLE 1 – MARKETING EFFICACY CLAIMS

- 2 in 1 Household (Cleaner) (Sanitizer) (&) (and) (Disinfectant)
- 10-second sanitization[†]
- A fast and convenient way to clean up and sanitize frequent messes
- (Add) (a) (an) (everyday) (quick) (fast) (sanitizing) (quick touch-ups) (touch-up) (cleaning) (clean up) (to your daily) (cleaning) (routine)
- A(n) (quick) (and) (easy) way to (kill) (eliminate) (destroy) (sanitize) 99.9% of bacteria[†] in your (insert locations – Table 3)
- An (easy) (quick) (fast) way to (disinfect) (and) (sanitize) (and) (clean)
- Antibacterial
- (Antibacterial) (disinfecting) (foam) (foaming) (action!)
- All purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (sanitizer)
- An effective sanitizer for use in the (insert locations – Table 3).
- Antibacterial (insert locations – Table 3) cleaner
- Antibacterial Action
- Antibacterial Formula (cleans and sanitizes)
- (Insert locations – Table 3) cleaner and sanitizer
- (Clean) (Sanitize)(d) (Disinfect)(Sanitary) (hard, nonporous) surfaces (wherever), (whenever) you (go) (travel) (need)
- Cleaning and sanitizing
- Clean(s) (and) (sanitize)(s) (disinfect)(s) (up) small spills like (toothpaste) (sink) (water marks) (misses) (drips) (on and around the toilet)
- Cleans, shines, disinfects, (deodorizes)
- Cleans (sanitizes) (and) (deodorizes)
- Cleans and sanitizes (without harsh fumes)
- Cleans (and kills) (household) (bacteria) (and disinfects) (to a sparkling shine) (to a streak-free shine) (to a streak-free *This Brand* shine) (all around your home) (without leaving a residue) (without leaving a visible residue) (on household surfaces).
- Dab and (&) (sanitize) (disinfect)
- Disinfects (and) (deodorizes) (cleans) (!)
- Disinfects (and) (-) kills 99.9% of (germs[†]) (and) (viruses[^]) (and) (bacteria[†])
- Disinfects (as it cleans) (as you clean)
- Disinfects bacteria (and) (deodorizes) (!)
- (New) Disinfectant formula
- Disinfects on (hard non-porous surfaces) (insert locations – Table 3)
- Disinfectant on (hard non-porous surfaces) (insert locations – Table 3)
- Disinfectant (that) (kills) (insert disinfectant organisms from Section 5)
- (Easy) (Quick) (and) (Convenient) (way) (to clean) (and disinfect) (and sanitize)
- Easily cleans (tough) (bathroom) (restroom) (dirt) (soil) and sanitizes
- (Easy) (Quick) (and) (Convenient) (way) (to clean) (and disinfect)
- (Effective on) (Cleans) (kills 99.9% of germs[†]) (shines) (disinfects) (sanitizes) (and) (deodorizes) (bathroom surfaces) (kitchen surfaces) (locations) (in) (rooms) (areas of your home) (on) (such

(Note to Agency: Text appearing parenthesis is to optional text.)

as): (insert locations – Table 3)

- For general (cleaning and) sanitizing of hard non-porous surfaces
- For the dirt you can see and the household bacteria you can't
- Formula sanitizes hard porous surfaces as it cleans and shines
- Fresh (Disinfecting) Scent of (insert fragrance – Table 5)
- (Gently) (Lightly) cleans and (kills) (eliminates) (destroys) 99.9% of (insert locations – Table 3) bacteria[†]
- Great for touch-up (cleaning) (and) (sanitizing) (!)
- Helps fight bacteria.
- Helps prevent the spread of common household viruses[^]
- Helps prevent cross-contamination of hard non-porous surfaces.
- Household bacteria-killing formula.
- Kills (insert disinfectant/virucidal organism – Section 5)
- Kills (>) 99.9% of bacteria (on) (insert locations - Table 3) (as it cleans) (!)
- Kills (99.9% of) (household) (bacteria[†]) (in) (just) (10 seconds) (!)
- Kills (>) 99.9% of Germs[‡] (on) (insert locations – Table 3)
- 99.9% of viruses[^] and bacteria[†]
- Kills >99.9% of (household) (bacteria)(viruses[^])
- Kills (>)99.9% of viruses[^] (and bacteria)(on) (insert locations – Table 3)
- Kills bacteria (found) on hard non-porous (insert locations – Table 3) surfaces.
- (Kills) (bacteria) (disinfectant effective against) (*This Product* kills) (many types of) (household) bacteria (and viruses), including (insert organisms – Section 5)
- Kills (common) household (bacteria) (and) (viruses[^]) (without (heavy) (harsh) fumes) (!)
- (Kills) (Eliminates) (Destroys) 99.9% of bacteria (of the bacteria[†] commonly found in) (all around) (your) (insert locations – Table 3) (including) (insert sanitizer organism – Section 5)
- (Kills) (Eliminates) (Destroys) 99.9% of bacteria (on commonly) touched surfaces that can be transfer points for bacteria (such as (insert locations – Table 3)).
- (Kills) (Eliminates) (Destroys) bacteria from (insert location – Table 3) surfaces.
- Kills (harmful) germs[‡] (on) (insert locations – Table 3)
- Kills (household) bacteria[†]
- Kills (household) bacteria[†] (fast) (!)
- Kills household bacteria[†] fast!
- Kills (household) (bacteria[†]) (viruses[^]) (odor-causing bacteria) (food-related bacteria) on hard, non-porous surfaces.
- Kills (odor-causing) bacteria (that cause odors).
- Kitchen (quick) (touch-up) cleaner and sanitizer
- Leaves hard non-porous surfaces (disinfected) (sanitized) (and sparkling clean) (!)
- Leaves hard, non-porous surfaces sanitized.
- Leaves (your) (kitchen) (home) (bathroom) (surfaces) (shiny) (clean) (sanitized) (smelling clean).
- Leaves household surfaces sanitized.
- Makes cleaning (disinfecting) easy (and sanitizes too).
- Makes sanitizing easy
- Multi-purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (and) (non-food contact sanitizer)
- (Multi-purpose) (10 second) (touch-up) (cleaner) (cleaning) (sanitizer) (sanitizing) (insert Locations – Table 3)
- New way to (clean) (and) (sanitize) (everyday) (–) (a) (Fast) (Quick) (quick touch-ups) (touch-up) (cleaner) (sanitizer)
- (Now) (also) disinfects!

(Note to Agency: Text appearing parenthesis is to optional text.)

- Now disinfects
- Now kills (household) bacteria[†]!
- Now quickly sanitize and disinfect!
- (Now) sanitize and disinfect as you go!
- One-step cleaner (sanitizer) (and) (disinfectant).
- Formula cleans and (sanitizes) (disinfects)
- (Product name) (Helps prevent the spread of) (insert organisms - Section 5)
- (Quick touch-ups) (A) (touch-up) (cleaner) (sanitizer) for when you (need) (require) quick Antibacterial action
- Sanitizes and deodorizes
- Sanitizes as it cleans
- Sanitizes hard non-porous (bathroom) (kitchen) surfaces
- Sanitizes (household) bathroom surfaces in 10 seconds^{*}
- Sanitizes in (just) (10) seconds^{*}
- Sanitizes (kills) common household bacteria[†]
- Shines (and) (plus) kills household bacteria[†]
- The convenient way to (clean) (and) (sanitize) (and deodorize) (your) (insert locations – Table 3) (!)
- The (easy) (effective) way to clean and sanitize
- The (easy) (effective) way to (touch-up) (clean) (and) (sanitize)
- (*This Brand*) (Bathroom) (Cleaner) is the convenient way to (clean) (and) (sanitize) (bathroom) (household) (kitchen) surfaces
- (*This Brand*) (Bathroom) (Cleaner) is the (easy) (effective) way to clean and sanitize
- (*This Brand*) (Bathroom) (Cleaner) kills many types of (household) bacteria (and eliminates their odors)
- (*This Brand*) (Bathroom) (Cleaner) thoroughly cleans (shines) (and) (sanitizes) (deodorizes) Shines (!)
- (*This Brand*) is a (disinfectant) (versatile cleaner) that kills (99.9% of) (household) bacteria[†], removes grease (,) and cleans household surfaces (even) (including) glass, to a (sparkling) (beautiful), streak-free (*This Brand*) shine.
- (This Brand) (This Product) (Touch-up) (Thoroughly) clean(s), shine(s), disinfect(s), (and) sanitize(s)
- (This Product) (Thoroughly) Cleans, shines and (disinfects) (sanitizes) (insert locations – Table 3)
- (*This Product*) is (a) (an) (Multi-)(Purpose) (Surface) (Task) (Antibacterial) (Bactericide) (Bactericidal) (Disinfectant) (Spray) (Disinfects) (Deodorizes) (Deodorizer) (One Step) (Sanitizer) (Sanitizes) (Virucide[^]) (Virucidal[^]) (Bathroom) (Kitchen) (Cleaner)
- (Thoroughly) Cleans, shines and (disinfects) (sanitizes)
- Tough on dirt and bacteria[†]...Easy on You!
- Tough on germs[†] (easy) enough (for everyday use) (on your surfaces)
- Touch-up (sanitizer) (disinfectant)
- (Touch-Up) (formula) cleans and (sanitizes) (disinfects)
- (Touch-up) (Thoroughly) (Cleans), (shines), (disinfects) (and), (sanitizes)
- Use (daily) (everyday) (for a) (fresh) (clean) (healthy) (sanitized) (kitchen) (bathroom) (home) (environment) (house)
- (Use this product to) (clean) (disinfect)(and) (sanitize)
- Use (*This Brand*) throughout your entire home (to kill) (household) bacteria including (insert organisms – Section 5) (on household surfaces...including glass).
- Works in (just) (only) (10) seconds to kill 99.9% of (household) bacteria

[Note to Reviewer: If the Pandemic statements are used on the product label they will not be used in combination with any other statements.]

- Kills Pandemic 2009 H1N1 Influenza A Virus
- Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu).
- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. (This product) is a broad spectrum hard surface disinfectant that has been shown to be effective against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).
- (This product) has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 Influenza A Virus.
- (This product) has demonstrated effectiveness against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

TABLE 2: MARKETING CLEANING CLAIMS

- A quick, convenient cleaner like none other!
- Advanced combination of (*This Brand*) streak-free technology and quick sanitary action provides fast-acting sanitary clean
- Always (accessible) (at hand) (there for you) (there when you need it) (there (when) (and) (whenever) (little) messes occur) (Out) (!)
- (Also) (great) (available) (works effectively in) (for) (multi-purpose touch ups)
- Available in (new) (limited edition) (variety of) (appealing) (designs) ((Spring) (Fall) (Winter) (Seasonal) fragrances) (!)
- Available (only) at (insert retail store)
- (Insert locations – Table 3) (Multi-Purpose) Touch-Up(clean) (and shine)
- (Bathroom) (Touch-up) for (toilet)(s) (sink)(s) (floor)(s) (mirror)(s) (and) (counter)(s)
- (This product) (This *brand*) Best On glass
- Can be used on a wide variety of surfaces
- Clean(s) (and) (+) (that) shines (without scratching)
- Cleans (and removes) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (watermarks) (mud) (smudges) (and) (fingerprints)
- Clean as you go
- Cleans (everyday) (tough) (grease) (and) (or) (grime) (messes) (without scrubbing)
- Cleans everyday kitchen messes (like dirt, grease and food stains)
- Clean, leave surfaces sanitary and provide a (*This Brand*) shine (on glass) (and other hard surfaces) (throughout your house)
- Clean(s) messes in the moment

- Cleans with a streak-free shine!
- (Clean up) (touch-up) without missing a beat (!)
- Clinging foam, penetrates for fast clean.
- (Clinging) (penetrating) foam for fast clean.
- (Clinging) (penetrating) foam for a fast and easy clean.
- Complete clean (!)
- Complete(s) your (everyday) cleaning (regimen)
- Conveniently clean!
- Conveniently there (at hand) when you need (it) (a quick touch-up) (fast clean) (Quick clean)
- (Conveniently) there (when) (and) (where) you need it
- (Conveniently) there (whenever) you need it
- (Conveniently) works with (your) (insert List of Material of Choice (pg 4))
- Cuts grease (cleans glass) (&) (more) (!)
- Cuts through bathroom grime (such as) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (and) (water marks).
- Cuts tough (kitchen) (grease) (and) (grime)
- Dab (&) (and) (go) (clean)
- Dab it (!) clean it (!) done (!)
- Deodorizes and leaves your (insert locations – Table 3) smelling fresh (!)
- (Design) (is) Discreet (Subtle) (Pleasing) (Decorative) enough to leave out!
- Designed (for display) (and) (to be left out) (to be (always out) (ready)) (for easy accessibility)
- Discreet and (small) (and) (blends in)
- (Discreet) (decorative) enough to leave (out for) (quick use) (anyone to use) (family to use) (when you need)
- Does not dry out like wipes
- Does not leave a (cloudy) residue
- Don't let (messes) (slow) you down in the (insert locations – Table 3)
- (Don't) (No) (slow) (slowing) down for messes
- (Each) (One) (bottle) (container) (package) (get) (dispenses) (lasts) XX (quick touch-ups) (touch-up) (uses) (wipes) (pumps) (cleanings) (occasions) (dispenses) ((at) (XX) (pumps) (sprays) per (touch-up cleaning) (application))
- (Easy) (Quick) (&) (Convenient) (to use) (in) (insert locations - Table 3) (&) (throughout the house)
- Easy clean at hand
- Easy (enough) to (use) (everyday) (everywhere)
- (Easy) (Quick) (and) (Convenient) to use
- Effectively cleans (insert locations – Table 3)
- Effectively cleans (glass and other surfaces) (glass and other household surfaces) (countertops) (stovetops) (refrigerators) (microwave ovens) (appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (glass) (mirrors).
- Effectively cleans and shines (insert locations – Table 3) (and more)
- Eliminates food odors left behind on surfaces
- Fast, easy cleaning solution – one product for a variety of surfaces
- Fast (convenient) (flushable) approach to cleaning
- Fast, easy cleaning solution (- one product for a variety of (insert locations – Table 3) (non-food contact) surfaces)
- Foam action – lifts dirt for a fast clean.
- For (daily) (everyday) (gentle) (light-duty) (heavy duty) (kitchen) (bathroom) (cleaning) (everyday) (use)

(Note to Agency: Text appearing parenthesis is to optional text.)

- For everyday cleaning
- For the entire house
- For (tough) (tougher) cleaning (!)
- For use in (:) ((insert locations – Table 3)
- For use on household surfaces
- For the entire business
- For use on business surfaces
- Fits in with your (insert locations – Table 3) (décor)
- For (daily) (everyday) (light-duty) (heavy duty) (insert location – Table 3) (cleaning) (everyday) (use)
- For (daily) (everyday) (light-duty) (touchup) (bathroom) (kitchen) cleaning
- For everyday use (!)
- (Freshens) (insert fragrance – Table 5) (deodorizes) (and leaves your (insert locations – Table 3) smelling fresh!
- From the makers of (*This Brand*)
- (Gently) (Lightly) cleans.
- Great for (all around) (multiple hard non-porous surfaces) (throughout the home) (the) (house) (home) (kitchen) (bathroom).
- Great on surfaces such as: (Insert locations – Table 3)
- (Great) (Works) (Effective) on multiple surfaces!
- Great on glass!
- (Handy) (Convenient) (Travel) (take along) (carry on) size
- (Has a or Leaves a) (clean) (light) (airy) (mild) (fresh) (insert fragrance – Table 5) (scent).
- (Helps) Maintain a cleaner home
- (Helps) (Eliminate(s)) odors
- Imagine (more) (convenient) (on-the-go) (cleaning) (!)
- Improved scent deodorizes and leaves your (bathroom) (kitchen) (home) smelling fresh (!)
- Improved for (tough) (tougher) cleaning!
- (Includes) lock feature (included) (for safety)!
- (Just) (only) pennies per (dispense) (pump)!
- (Just) (touch) (pump) (&) (and) (go) (Dab & Go!)
- (Keep(s)) (Keeping) your home (clean) (and) (tidy).
- Keep up with your (little) (smaller) (messes) (so (that) you can enjoy more important things in your life) (so you can make time for more important things in your life)
- (Kitchen) (Touch-up) (cleaning) (cleaner) (for) (inert location from TABLE 3)
- Leave (me) out for (easy) (more) (simple) (everyday) (on-the-go) cleaning !
- Leaves (bathrooms) (your bathroom) clean and (shiny) (shining).
- Leaves a brilliant shine (and a fresh, clean scent).
- Leaves a long lasting (fresh)(clean) (scent) (fragrance).
- (Leaves a) Streak-free (shine) (!)
- (Leaves) No (smeary or filmy) residue.
- (Leaves) No (visible) (harmful chemical) residue.
- (Leave) (out) (set it) on countertop for (quick use) (guests)(when you need) (quick touch-ups) (a) (quick) (touch-up) (clean up)(s)
- Leave out for (quick use) (when you need) (it) (quick touch-ups) (a) (quick) (touch-up) (clean ups)
- Leaves your (whole) (room) (insert locations – Table 3) (and) smelling (clean) (and) (fresh!)
- (Lets you) clean (up messes) (as you go) (without slowing down)
- (Light) (Subtle) (pleasing) (fresh) (clean) fragrance

- Long lasting (scent) (insert fragrance – Table 5)
- Makes your job easier.
- Makes (insert location – Table 3) (clean-ups) (touch-up(s)) quick and easy
- Makes cleaning (up) (messes) (easy)
- Makes your current quick cleanup (even) (more) (effective)
- Makes your life easy
- Multi-Surface or Multi-Task.
- (Multi-Surface) (Multi-task) (household) cleaner.
- (Multi-Purpose) (Touch-up) cleaner for (insert locations – Table 3) (as well as) (any) (other) (hard, non-porous surface)(s)
- New foaming action – penetrates soils (dirt, grease) for a fast clean.
- New foaming action- lifts dirt for a fast clean.
- No (more digging through) (no need to dig through) the (closet) (cupboard) (underneath) (the) (sink) (to find the right product)
- No (need to rinse) (rinsing needed)!
- No need to touch bottle (product)
- No wasted (parts of) wipes
- (Nothing) (cleans) (cuts) (shines) (kitchen)(s) (grease) (bathroom)(s) better (than) (tough cleaning)(This Product)
- (Now) The cleaning power of (*This Brand*) (comes) with the invigorating scent of (insert fragrance – Table 5)!
- (One) (quick) (convenient) solution for clean (surfaces) (insert locations – Table 3)
- One-Step (inset location – Table 3) cleaner
- Penetrates dirt for a fast clean.
- Picks up bathroom (dirt) (and) (grime) (such as) (soap scum) (toothpaste) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (and) (or) (fingerprints)
- (Pleasant) (Fresh) (Clean) Scent!
- Pleasant fragrance (smell)
- Prevent(s) (little) (spills) (messes) from becoming (larger chores) (headaches) (LARGER MESSES) (tough cleaning jobs)
- Prevent(s) small messes from becoming (big) chores
- Perfect for your (home) (kitchen) (bath)
- (Press) (depress) (push)(down) (on pump)
- (Product(s)) (ingredients) that perform
- Pump & Go!
- Pump it! Clean it! Done!
- Quick (and) (convenient) (way) (to) (clean (and) (shine)) (easy) (fast) (convenient) (versatile)
- (Quick) touch up (cleaning) with (great) (special) (seasonal) (fragrance) (insert fragrance – Table 5)
- Quick (and) (easy) (bathroom) (kitchen) clean-ups
- Quickly touch up your home with (new) (great) (Spring) (Winter) (Seasonal) fragrances!
- (Ready) (at) (hand)
- Reduce(s) the frequency of deep clean(s) (occasions)
- Removes (food stains) (odors)
- Removes soap scum (and hard water spots or hard water deposits) (in the bathroom) (around the sink) (on the bathroom counter) (in showers and tubs) (and) (from faucets)
- Right there when you need to quickly clean up (small) (messes)
- S.C. Johnson has a cleaning solution for every room in your home
- Saves (you) (time) (and) (effort)

(Note to Agency: Text appearing parenthesis is to optional text.)

- Shiny clean!
- Simple (and) (easy) to use!
- (Simple) (Easy) Streak-free shine (on) (all) (around) (hard) (non-porous) (surfaces) (insert locations – Table 3) (everyday)
- (Simple) (Easy) (Streak-free shine) on (all) (hard non-porous) non-food contact kitchen surfaces
- Simply dab, wipe and (flush) (throw) away.
- (Simply) (press) (push) (down) (on) (pump)
- Simply touch (dab) (and) (&) go!
- So clean, it shines!
- Specially formulated for use in the (bathroom) (and) (kitchen)
- Stay on top of your (little) (smaller) (messes) (cleaning)
- Streak-Free (Shine) (Clean) (!)
- Streamline(s) your cleaning process
- The convenient way to keep your (insert locations – Table 3) looking “just cleaned” (!)
- The (fastest) (easiest) way to clean your house
- The (fastest) (easiest) way to clean your (house) (bathroom) (kitchen)
- The right cleaner (at the right time) ((right) (when) (and) (where) (you need it)) (every time) (always)
- (This Brand) (insert locations- Table 3) (Multi-Purpose) (Cleaner)
- (*This Product*) effectively removes everyday soils on (insert locations – Table 3). All it leaves behind is a (beautiful) (,) (sparkling) (streak-free) (*This Brand*) shine.
- Touch-up (now) so you (do not) (don't) have to clean up (later)
- Touch-up (cleaner) (everyday) (messes right away!)
- (Touch up) (cleaning) has never been (faster) (easier) (more convenient)
- (Tough) (Touch-up) cleaning without the oily –or- greasy –or- dull – or-smeary residue!
- Tough cleaning formula wipes out grease (and grime) (and leaves a fresh clean scent)!
- Tough on grease (and grime)
- Use in the kitchen, bathroom and (throughout) (all around) (the whole house) (your home) (your house)
- Use throughout (the) (your) (whole) (home) (house) (insert locations - Table 3) (!)
- (Unlike) (most)(many) (wipes) (and) (triggers) (cleaners), (This Brand) is designed specifically (to be) (left out) (always out) (at hand) (readily available) (for) (easy accessibility)
- Use (with) (insert material of choice list on page 4) (other cleaning material of your choice) (and) (flush) (throw) (away) (when) (finished) (done)
- Use on (insert locations – Table 3) (hard non-porous surfaces)
- Versatile cleaner (can be used) (throughout) (all around) (the whole house) (your home) (your house)
- (With) ((2) (3) (4) X) ((2) (3) (4) times) (better) (enhanced) (great) (improved) (pleasant) (pleasing) (more) (strong) (stronger) (insert fragrance – Table 5) (Fragrance) (Scent) (!)
- (With) ((2) (3) (4) X) ((2) (3) (4) times) (better) (enhanced) (great) (improved) (pleasant) (pleasing) (more) (strong) (stronger) (insert fragrance – Table 5) (Fragrance) (Scent) (!)
- (*Compared to (Original) (Windex (insert trade name)) (Trigger) (Formula) (Fragrance)

TABLE 3- LOCATIONS

[Note to Reviewer: Multiple locations/surfaces can be chosen and used in any order from Table. In the case where one or more location/surfaces is chosen, an “and” “&” “or” may be used to link locations/surfaces.]

PLACES

- Airplane(s) (travel)
- Automotive (Repair) (Shop(s))
- (Barber) (Beauty) Shop(s) (and) (Salons)
- Bar(s)
- Bed and Breakfast (Inns)
- Boat(s)
- Bus(es)
- Car(s)
- Concession Stand(s)
- Contractor Shop(s)
- Convenience Store(s)
- Churches (Synagogues) (&) (Religious Organizations)
- Cruise Ship(s)
- Daycare (Centers) (Facilities)
- Dormitories
- Dorm(s)
- Exercise Facility (ies)
- Fitness Center(s)
- Gym(s)
- Gymnasium(s)
- Home(s)
- Home and (Small) Business Solution(s)
- Hotel(s) (Motel(s))
- Household(s)
- Janitorial Services
- Maintenance Shop(s)
- Mobile home(s)
- (Professional) Office(s)
- Pet Store(s)
- Pub(s)
- Restaurant(s)
- Retail Store(s)
- School(s)
- Store(s)
- Vacation Home(s)

ROOMS/AREAS:

- Attic(s)
- Baby Nurseries
- Basement(s)
- Bathroom(s)
- Bedroom(s)
- Den(s)

(Note to Agency: Text appearing parenthesis is to optional text.)

- Dining (room(s)) (areas)
- Family Room(s)
- Foyer(s)
- Garage(s)
- Garage Storage Areas
- Kitchen(s)
- Laundry Room(s)
- Living room(s)
- Mudroom(s)
- Pet area(s)
- Play (areas) (rooms)
- Powder room(s)
- Restroom(s)
- Washroom(s)
- Workshop(s)

ITEMS:

- Artificial plant(s)
- Automobile interior(s) (dashboards) (seats) (windows) (windshield)
- Bathroom surface(s)
- Bathtub(s)
- Bedframe(s)
- Bicycle(s)
- Bike(s)
- Blind(s)
- Bookcase(s)
- Booster chair(s)
- Baseboards(Molding) (Trim)
- Basins
- Behind (and under) sinks
- Bench
- Cabinet handles
- Cabinet(s)
- Camper(s)
- Ceiling Fan(s)
- Chair(s)
- Changing table(s)
- China knickknack(s)
- China Cabinet
- Clock(s)
- Collectibles and Knick Knacks
- Computer(s) (screen(s))
- (Bathroom) (Kitchen) (Office) Counter(s) (Countertops)
- Cribs
- Cupboard(s)
- Curio Cabinet(s)
- Desktop(s)
- Diaper pails

- Diaper changing tables
- Dining room table (and chairs)
- Doorknob(s)
- Doorhandle(s)
- (closet) (entrance) (glass) Doors
- Dresser(s)
- (Personal) (Home) Electronics
- Elevator(s)
- Exercise equipment
- Exterior Surfaces {choose from list that follows:} (of) (small) ((kitchen) appliance(s)) (such as) can openers, cook top(s), dishwasher(s), freezer(s), microwaves, microwave oven(s), oven(s) (doors), range(s) (hoods)(tops), refrigerator(s) (door(s)), stovetops, toasters, (and) (even) ((BBQ) grills (use when surface is cool))
- Faucet(s)
- (chrome) Fixture(s)
- (linoleum) (no-wax) (vinyl) Floors
- Footboard(s)
- (outdoor) (plastic) (patio) Furniture
- Garbage can(s)
- Glass Patio Door(s)
- Glazed (bathroom) (ceramic) (kitchen) tile(s)
- Glazed porcelain surface(s)
- Grocery cart(s)
- Germ[†] prone surface(s)
- Handrail(s)
- Headboard(s)
- High chair(s)
- High traffic surface(s)
- Hubcap(s)
- Keyboard(s)
- Lamp(s)
- Laptop(s)
- Light Fixture(s) Switch(es)
- Mirror(s)
- Nightstand(s)
- Paned Window(s)
- Piano(s)
- Picture Frame(s)
- Recycling bin(s)
- Sealed (fiberglass) tubs (or) (shower surrounds) (and) (sinks)
- Shelves
- Shower(s) (curtain(s)) (doors) (stalls)
- Shower Head(s)
- Sink(s)
- (kitchen) (bathroom) Sink(s)
- Table(s)
- Telephone(s)
- ((glazed) (ceramic)) Tile (s)

(Note to Agency: Text appearing parenthesis is to optional text.)

- Exterior surfaces of toilet(s)
- Toilet(s) (handle(s)) (seat(s)) (rim(s)) (tank(s))
- (around) toilet areas
- ((glazed) (ceramic)) Tub(s)
- Vanity (Vanities)
- Vinyl siding
- Wall(s)
- Washer(s) and Dryer(s)
- Washing machines
- (Stained Glass) Window(s)
- Window(s) (Ledges) (Blinds)

SURFACES:

- Aluminum
- (Baked) enamel
- Chrome
- Glazed Ceramic (tile)
- Corian^{®**} (**is trademark owned by E.I. du Pont de Nemours and Company)
- Formica^{®**} (**is trademark owned by The Diller Corporation)
- Fiberglass
- Finished polyurethane
- Finished wood
- Glass (and) (mirrors)
- Glazed ceramic (tile)
- Glazed porcelain (enamel) (kitchen) (bathroom) (tile)
- Laminated surfaces
- Laminate
- Laminate(d) Wood
- Metal
- Pergo^{®**} (laminate)(hardwood) surfaces (**is trademark owned by Pergo AG)
- Plastic (ABS) (abs)
- Polystyrene
- Glazed porcelain
- Glazed porcelain enamel
- Quartz
- Sealed cement
- Sealed granite
- Sealed grout
- Sealed fiberglass
- Sealed marble
- Sealed synthetic marble
- Sealed natural stone
- Stainless steel
- Steel surfaces
- Stone surfaces

- Vinyl (tile)
- (Wood) (no-wax) (glazed ceramic tile) (asphalt tile) (linoleum) (vinyl) (laminated) ((sealed masonry) (flagstone) (stone) (slate) (cork) (Terrazzo)) floors

TABLE 4: PACKAGING CLAIMS

- 2 in 1
- Also available in wipes, kitchen disinfecting cleaner, bathroom disinfecting cleaner
- (Better) (improved) (application) (control) (method).
- Better Value
- Big (Job)Size
- Bigger Size (package) (bottle)
- Bonus Pack
- Bonus Size
- Bottle made of (25%) (50%) post-consumer recycled plastic
- Bottle made of XX% post-consumer recycled plastic
- Bottle made of 100% recycled plastic.
- Choose your favorite (cover) (sheath) (wrap) (sleeve) (shroud), (and) (customize) (make it your own) (make it your own design) (and choose the way it looks) (in your home)
- Cleans even tough, greasy soil easily
- (Club) (Value) Pack
- Commercial (Pack) (Size)
- Complete
- Contemporary Shrouds!
- Controlled dispensing
- Customizable wrap!
- Design (Make) your own (unique) (attractive) (customized) (seasonal) wrap!
- Dispenser (only)
- Dispenser + (1)(2)(3) Refill(s)
- Easy to (Use) (Refill)
- Easy to Grip, Easy to Store (!)
- Economic Refill
- Economy Size
- Fast, easy cleaning solution – one product for a variety of surfaces
- Foaming Trigger
- For limited time only!
- Free (dispenser) (refill) (!)
- Free (look for) (includes) (contemporary) (new) (attractive) (decorative) (subtle) (discreet) (cool) (cover) (sheath) (wrap) (sleeve) (shroud) (inside) (of your choice)
- Gallon size!
- (Handy) Travel Size (Available)
- Improved (design) (fragrance(s)) (pump) (value) (dispensing) (scent) !
- Industrial (Pack) (Size)
- Institutional Size
- Limited Edition (insert fragrance – Table 5)
- Locked feature included
- Mega (Pack) (Size)
- (More) (focused) (accurate) (application).

(Note to Agency: Text appearing parenthesis is to optional text.)

- New!
- (New) (Better) (and) (&) (Improved)(Look) (Design)(Scent!) (Formula) (Fragrance) (Color) (Foaming)(Trigger!) (Bottle)(Spray)(Sprayer)
- (New) (Big) (X oz.) (X Liter) (Size)
- (New) (Comfort) (Easy Grip) (Ergo) (Ergonomic) (Improved) (Trigger)
- (New) (Improved) (fragrance) (scent) (formula) (!)
- (New) (Improved) (bottle)(design) (lets you use up (all) your (brand)(product)) (formula) (!)
- (New) (Improved) (*This Brand*) formula
- (New) Patented (Cleaning) Technology/Formula
- No batteries (needed) (!)
- Now (available in) (make it look better) (customize with) (contemporary) (new) (attractive) (decorative) (subtle) (discreet) (cool) (cover) (sheath) (wrap) (sleeve) (shroud) (of your choice)
- Now available in (separate) refill(s)
- Now available in foam (for) (better) (concentrated) (application)
- Now (you can decide how the product looks) (you can choose the design)
- Patented (bottle) (pump) design
- Patented (diptube) (spray) (design)(technology) (lets you use up (all) your (brand)(product)) (formula) (!)
- Plus
- Quick touch-up (cleaning) (pack) (kit) (set)
- Recyclable plastic bottle made of 100% post-consumer content.
- Refill (only)
- Refill (and) (+) Dispenser
- Refill (cartridges) (only)
- Refills sold separately
- (This) (XX oz) (container) (bottle) (get) (=) (equals) (dispenses) (YY) (quick touch-ups) (quick) (fast) (touch-up) (uses) (wipes) (pumps) (cleaning)(s) (occasions) (dispenses) (from This Product)(‡) (‡(at) (with) (XX) (pumps) (sprays) per (touch-up) (cleaning) (application))
- Starter Pack
- Trial (Value) (Pack) (Size)
- Trial Size (Available)
- Twin Pack
- (Two) (2) Liter (Refill) (Size) (!)
- (Unique) (Innovative) (Specially designed) pump (design) (Unique pump design)
- (Unique) (no tip) design
- (Uniquely) (unique) (shape) (shaped) (bottle) (pump)
- (Use with) One (hand) (handed) (operation) (quick cleaning)
- (*X ounces*) at *or* for the (X oz.) price (of X ounces) (!)
- X (%) more (ounces) (oz.) as compared to X (ounce) (oz.) trigger
- (X%) (X oz.) (more) (free) (!)
- (X) at the (X oz) price!
- (X%) more than (X oz.)
- XXX Dispenses
- Value (Pack) (Size) (Refill)
- X (%) (oz) (free) (more) (!)
- 100% Recycled plastic bottle.

TABLE 5 – FRAGRANCES/SCENTS

[Note to Reviewer: Can stand alone or be combined with **Glade**]

(Note to Agency: Text appearing parenthesis is to optional text.)

- Airy Sky
- Angel Whispers®
- (Apple) (Cinnamon) (Citrus)(Lemon)(Lime)(Orange)
- (Apple)(Citrus)(Lemon)(Lime)(Orange) Muscle
- Aqua (Breeze)(Clean)(Cool)(Fizz)(Fresh)(Rain)(Splash)
- Babbling Brook
- Blue (Breeze)(Calm)(Rain)(Sky)(Water)
- Breezy Marine
- Brilliant Citrus Sun
- Calm (Breeze)(Rain)(Water(s))
- Calm Springs™
- Cashmere Woods™
- Citrus (Authority)(Blossom)
- (Citrus) (Lemon)(Orange) Action
- Clear (Springs)(Sky)
- Clean (&) (Cotton)(Breeze)(Fresh)(Linen & Sunny Days)(Shine)
- Clean (Citrus) (Linen)
- Cool (Aqua)(Breeze)(Ocean)(Rain)(Willow)
- Cotton & Italian Mandarin
- Country Garden®
- Creamy Custard & Apple Cinnamon
- Crisp Waters®
- (Crystal)(Sheer)(Sunrise) Citrus
- Crystal Rain
- Electrifying (Citrus)(Orange)
- Exhilarating Orange
- Exotic
- Extra Bold Lemon
- Fierce Orange Force
- Floral
- Foaming Fresh
- French Vanilla
- Fresh (Air) (Berries) (Berries & Wild Raspberry) (Breeze) (Bubbling Spring(s)) (Citrus) (Clean) (Cotton) (Laundry) (Linen) (Marine) (Mountain Morning) (Ocean) (Rain) (Scent)(Stream)(Waters)
- Fruit (&) (Citrus)
- Fuji Apple & Cardamom Spice
- Garden Retreat®
- Gentle (Breeze)(Rain)
- Glistening (Citrus)(Grapefruit)(Green Apple)(Lemon)(Lime)(Ocean)(Orange) (Pine)(Pool)(Snow)(Stream)
- Hawaiian Breeze®
- Hawaiian Breeze® & Vanilla Passion Fruit
- Herbal
- Intense Citrus (Force)
- Invigorating Clean Citrus
- Island Escape®
- Jasmine and White Rose
- Lavender

(Note to Agency: Text appearing parenthesis is to optional text.)

- Lavender and Meadow
- Lavender Meadow[®]
- Lavender & Juniper Berry
- Lavender & Peach Blossom
- Lavender & Vanilla
- Lemon Limelight
- Lightening Fresh Lime
- Magic Meadow(s)
- Marine Breeze
- Ocean Blue[™]
- Ocean Blue & Refreshing Surf[™]
- Ocean (Breeze) (Fresh) (Oasis)
- Orange Sunrise
- Pineapple & Mangosteen
- (Lemon Power)(Orange Power)(Citrus Power)
- Powerful Passionfruit
- Pure (Air)(Calm)
- Rainshower
- Red Honeysuckle Nectar[™]
- Refreshing (Aqua)(Ocean)(Water(s))
- Refreshing Surf[®]
- Rippling Pool
- Sapphire Champagne
- Sea Breeze
- Seasonal
- Shimmering (Spruce)(Water)
- Soft (Breeze)(Rain)
- Spa Oasis
- Sparkling (Fresh)(Lemon)(Lime)(Ocean)(Orange)(Raindrops)
- Sparkling (Fresh)(Sweet)(invigorating) Citrus (Twist) (Splash) (Spring)
- (Calm) (Glistening) (Trickling) Stream
- Spring Breeze
- Sunny Days
- Sweet Pea & Lilac
- Tender Breeze
- Tranquil (Breeze)(Oasis)(Ocean)(Sea)
- Trickling Stream
- Ultra (Citrus)(Lemon)(Lime)(Orange)
- Ultra (Citrus Power)(Lemon Power)(Lime Power)(Orange Power)
- Uplifting Green Apple
- Vanilla Passion Fruit
- Vinegar
- Water Blossoms[®]
- White Tea & Lily[™]
- Woody

TABLE 6 – MISC MARKETING CLAIMS

- Ammonia free (!)

(Note to Agency: Text appearing parenthesis is to optional text.)

- Does not contain bleach
- Bleach-free (!)
- (By) (From the makers of) (*This Brand*)
- (By) (From the makers of) (this product)
- Contains no abrasives, harsh acids or bleach
- Contains no (Chlorine) (Bleach) (or) phosphates
- (Contains) no phosphorus
- (Contains) no (chlorine) bleach
- (Contains *or* Leaves) no (harsh) (harmful) (lingering) chemicals
- (Fragrance) (insert fragrance – Table 5) (plus!) (+)
- For old or worn surfaces, test on a small area before use
- For use on sealed hard surfaces. When in doubt, spot test on an inconspicuous area of the surface.
- Great (insert fragrance – Table 5) (scent) (!)
- Higher fragrance load!
- If streaking is observed, wipe with a clean damp rag or lint-free cloth
- Money back guarantee!
- (No) (Non-(chlorine)) (bleach)
- No harsh fumes.
- No harsh (bleach) (alcohol) (chlorine) smell
- Non-abrasive formula.
- Patented formula
- Peel Off
- Safe for use on hard nonporous surfaces
- Scratch 'n Sniff
- Smell (Sniff) Here
- (*This Product is*) Produced with more than 30% Renewable Energy
- Will not harm most surfaces
- With a bleach-free formula
- With a pleasant fragrance
- Won't scratch (fiberglass) (surfaces)
- (Won't) (Will not) harm septic (systems) (tanks)

SECTION 6: MISC

EPA Reg. No. 4822-593

EPA Est. No.

[or]

EPA Est. No. [number followed by (letter)]. Lot (number) suffix (letter(s)) (or) (letter) indicates the appropriate establishment (est.) number (no.)

US Patent 6,699,825 B2

Des. XXXX Patents Pending

Questions? Comments? Call 800-558-5252 (.)

(20XX) S.C. Johnson & Son, Inc.

S.C. Johnson & Son, Inc.

File Name: McCoy

EPA Reg. No. 4822-593

Page **24** of **33**

03/11/2020

(Note to Agency: Text appearing parenthesis is to optional text.)

Racine, WI 53403-2236 U.S.A.

All Rights Reserved

S.C. Johnson

A Family Company

(A Family Company since 1886. Fisk Johnson [signature])

(Pump made in [country])

(Made in [country])

(Manufactured for S.C. Johnson & Son, Inc.)

[website may be listed]

(Learn more at: [website may be listed])

SECTION 7: GRAPHICS

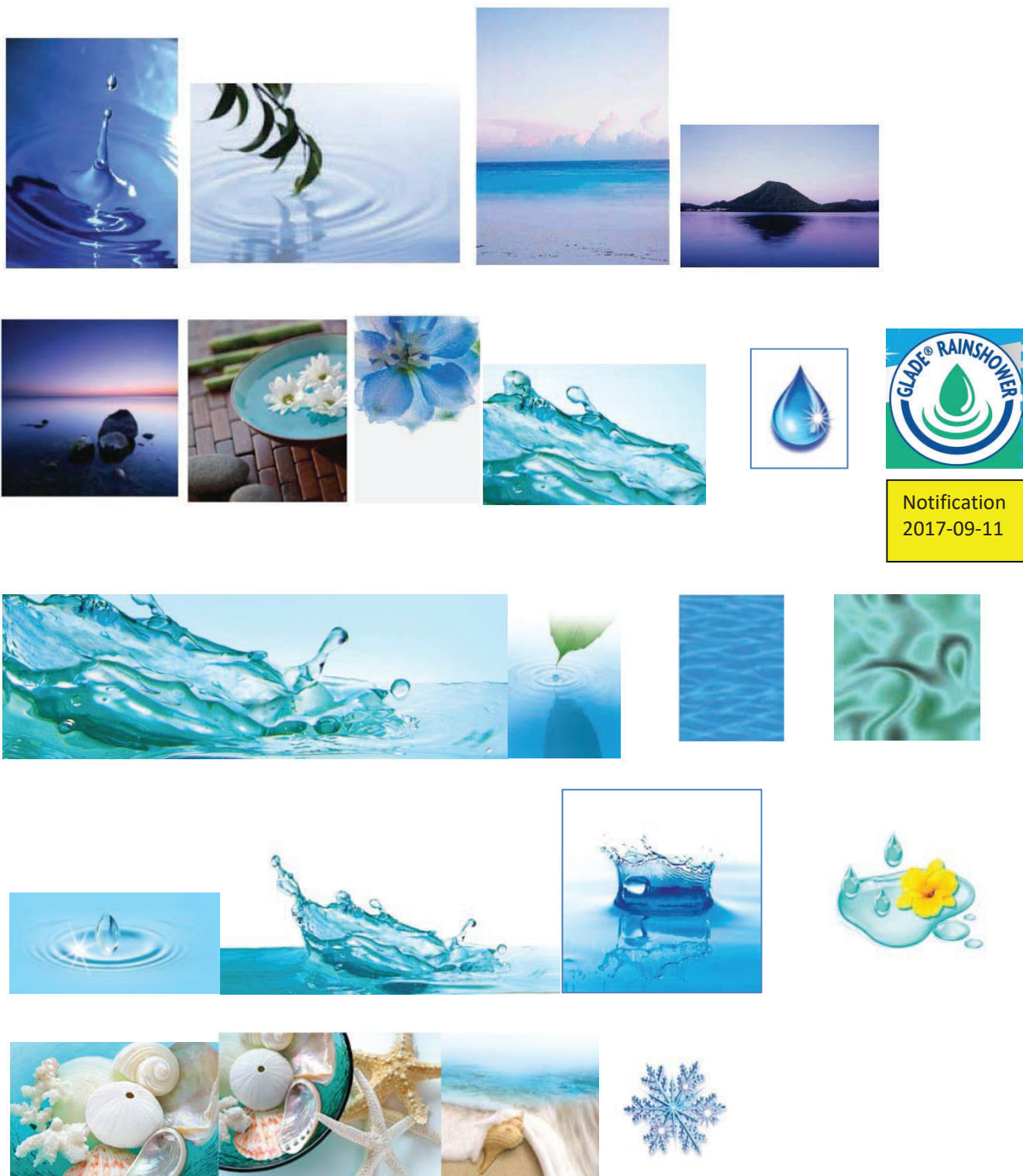
TABLE 8 - PICTOGRAMS

Graphics for Fragrance Descriptions:



Notification
2017-09-11

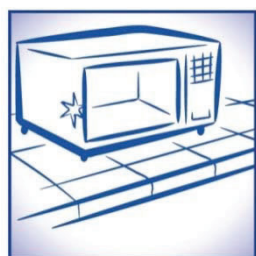
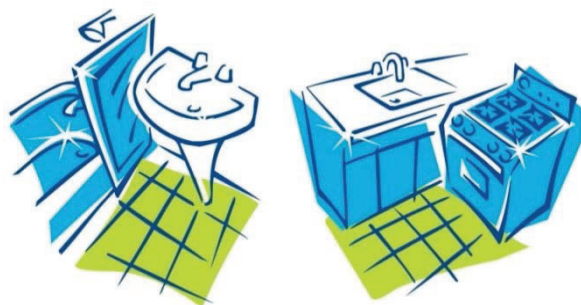
(Note to Agency: Text appearing parenthesis is to optional text.)



General Graphics:

[The following four icons can be placed on general open front or back panel label space (not within text) to denote that the product:

Attacks germs/bacteria/organisms that are listed on the product label – or –
Kills/sanitizes germs/bacteria/organisms that are listed on the product label]



(Note to Agency: Text appearing parenthesis is to optional text.)



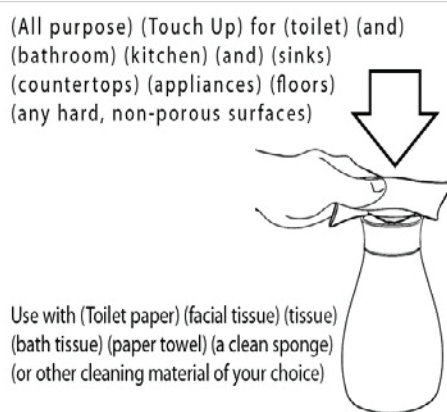
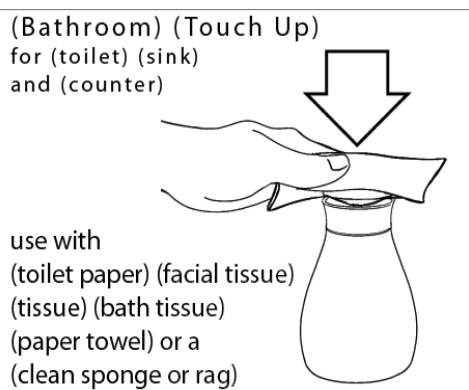
(Note to Agency: Text appearing parenthesis is to optional text.)



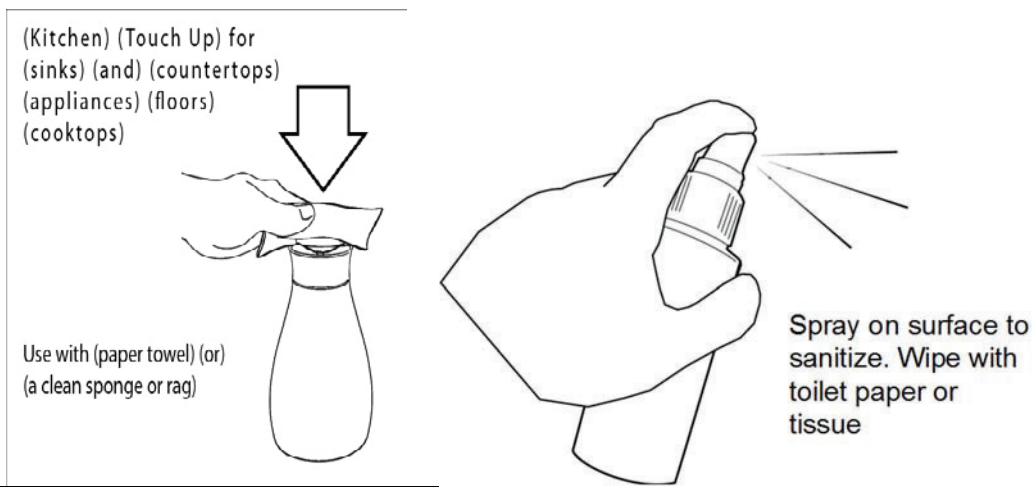
(Note to Agency: Text appearing parenthesis is to optional text.)



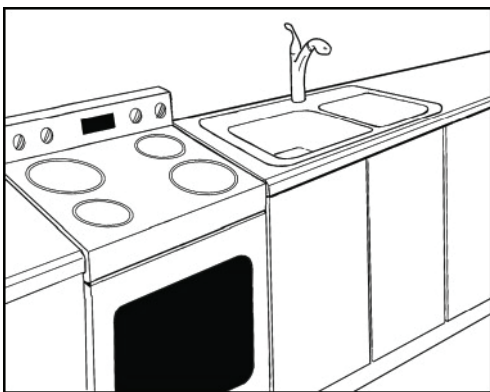
[Note to Reviewer: Some or all of the following graphics (or a subset of the text and graphic) may be used to accompany the Directions for Use Section and/or some of the following graphics (or a subset of the text and graphics) maybe used anywhere on the product label or accompanying labeling.]



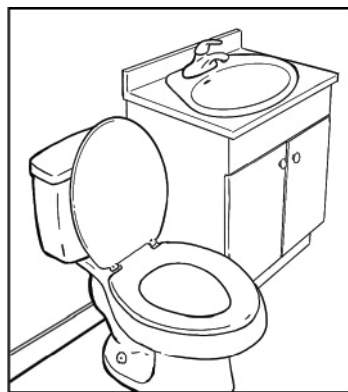
[Note to Reviewer: Touch-up Travel size]



(Note to Agency: Text appearing parenthesis is to optional text.)



Use on (sink) (counter top) (appliances)
(cooktops) (and) (cabinets)



Use on (toilet) (sink) (vanity)
(and) (cabinets)



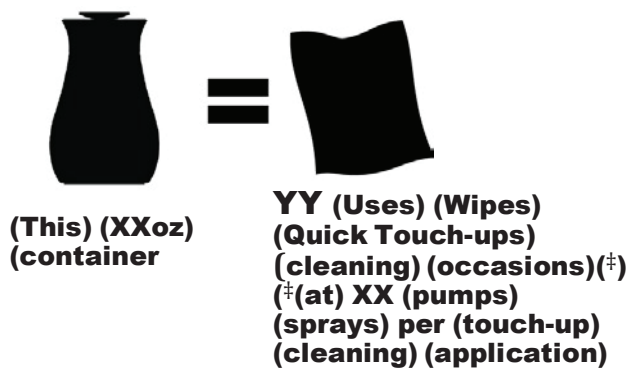
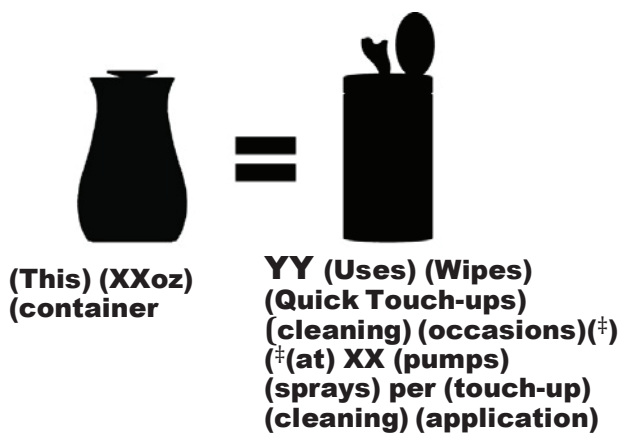
Use (toilet paper) (paper towel) (sponge) (material of
your choice) with cleaner and (flush) (or) (throw) away
(when done)



Use (toilet paper) (paper towel) (sponge) (material of
your choice) with cleaner and (flush) (or) (throw) away
(when done)



Use (toilet paper) (paper towel) (sponge) (material of
your choice) with cleaner and (flush) (or) (throw) away
(when done)



(This) (XXoz)
(container)

YY (Uses) (Wipes)
(Quick Touch-ups)
(cleaning) (occasions)(‡)
(‡(at) XX (pumps) (sprays)
per (touch-up) (cleaning)
(application)

